

Talking points prepared for delivery by Dr. Kathleen F. Gensheimer, MD, MPH,  
Director of Coordinated Outbreak Response & Evaluation Network, Chief Medical  
Officer, before the CDC media telebriefing on multistate foodborne outbreaks  
VitalSigns/MMWR report, November 3, 2015

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**From:** [Bensette, Megan](#)  
**To:** [Steigman, David](#)  
**Cc:** [Karas, Douglas](#); [Schor, Danielle \\*](#); [Sucher, Lauren](#); [Kotwicki, Lauren](#)  
**Subject:** Chipotle Responsive QAs  
**Date:** Monday, November 02, 2015 8:38:52 AM

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Hi Dave, can you help me finish drafting and clearing the below responsive QAs on the *E. coli* outbreak? I'm sure it will come up on the CDC media telebriefing tomorrow and want to make sure Kathy and others are prepared. Am copying OMA so they know this is coming. I don't know CORE's clearance process but we'll want to make sure that CDC uses the same message we have. Thank you.

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Office of Foods and Veterinary Medicine

**U.S. Food and Drug Administration**

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**From:** [Steigman, David](#)  
**To:** [Rebello, Heidi](#); [Kotwicki, Lauren](#); [Sucher, Lauren](#)  
**Cc:** [Shapinsky, David](#); [DeLancey, Siobhan](#)  
**Subject:** Chipotle Samples Release Talking Points  
**Date:** Monday, November 09, 2015 7:22:55 PM  
**Attachments:** [Talking Points for OMA re Release of Chipotle Product Sample Results \(3\).doc](#)

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Attached talking points just cleared by OCC.

David Steigman  
CORE Communications  
Office of Foods and Veterinary Medicine  
U. S. Food and Drug Administration  
Ph: 240-402-2286  
BB: 240-506-6719



**From:** [Kotwicki, Lauren](#)  
**To:** [OS - Interviews](#)  
**Cc:** [OC OEA OMA-Press](#)  
**Subject:** FDA Interview Request: Foodborne Outbreak Investigations and Chipotle  
**Date:** Wednesday, November 04, 2015 5:46:17 PM  
**Attachments:** [Responsive QA - CDC Media Telebriefing OCC.DOC](#)  
[CDC Media Briefing KGensheimerMultistate Outbreaks TALKING POINTS.doc](#)  
[image002.png](#)

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**ASPA Media Interview Request**

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**Reporter:** Dave Miller, Host and Sage Van Wing, Producer

**Organization:** Oregon NPR, Think Out Loud (daily news show)

**Phone #(s):** 503-977-7793

**Subject:** Foodborne outbreak investigations and Chipotle

**Deadline:** ASAP

**Spokespersons:** Dr. Kathleen F. Gensheimer, MD, MPH, Director of Coordinated Outbreak Response & Evaluation Network (CORE), Chief Medical Officer

**Additional information:** Dave Miller, host of Oregon NPR's [Think Out Loud](#) hosts a daily news talk show. He will talk to Dr. Gensheimer about outbreak investigations, the relationship between government and state during the process, foodborne illnesses outbreaks, and Chipotle's current outbreak, which directly affects their listenership. Dr. Gensheimer will use the same talking points and messages previously used for the CDC Telebriefing: VS Multistate Foodborne Disease Outbreaks, this past Tuesday. Cleared responsive QA on Chipotle and talking points on CORE are attached and below.

**CORE Key Messages:**

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**Lauren Kotwicki**

*Press Officer*

Office of Media Affairs  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-9549 / Cell: 202-906-0043

[Lauren.Kotwicki@fda.hhs.gov](mailto:Lauren.Kotwicki@fda.hhs.gov)



**From:** [Bensette, Megan](#)  
**To:** [Karas, Douglas](#); [Steigman, David](#)  
**Cc:** [Sucher, Lauren](#)  
**Subject:** FW: CDC talking points  
**Date:** Monday, November 02, 2015 3:44:22 PM  
**Attachments:** [E.coli\\_WA\\_OR\\_Chipotle\\_Talking\\_Points\\_CLEARED\\_110215\\_1pm\\_\(002\).docx](#)  
[image001.png](#)

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Are you able to ensure ours and theirs align? If not, I'll try to get to later today. Our [responsive QA document](#) here.

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**From:** Fowlie, Kate (CDC/OID/NCEZID) (CTR) [mailto:hvz3@cdc.gov]  
**Sent:** Monday, November 02, 2015 3:43 PM  
**To:** Sucher, Lauren; 'Tarr, Adam - OSEC'; Anand, Nina - FSIS; Bensette, Megan  
**Subject:** CDC talking points

Hello All,  
attached are the CDC talking points for the E. Coli outbreak. For internal use only.  
Thanks,

Kate Fowlie  
Press Officer  
Northrop Grumman (CIMS)  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention (CDC)

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**From:** Sucher, Lauren (FDA/OC)  
**Sent:** Monday, November 02, 2015 1:56 PM  
**To:** Fowlie, Kate (CDC/OID/NCEZID) (CTR) <[hvz3@cdc.gov](mailto:hvz3@cdc.gov)>; 'Tarr, Adam - OSEC' <[Adam.Tarr@osec.usda.gov](mailto:Adam.Tarr@osec.usda.gov)>; Anand, Nina - FSIS <[Nina.Anand@fsis.usda.gov](mailto:Nina.Anand@fsis.usda.gov)>; Bensette, Megan (FDA/OC) <[Megan.Bensette@fda.hhs.gov](mailto:Megan.Bensette@fda.hhs.gov)>  
**Subject:** RE: E. Coli

Thank you Kate!

**Lauren E. Sucher**

*Press Officer*

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**From:** Fowlie, Kate (CDC/OID/NCEZID) (CTR) [mailto:hvz3@cdc.gov]  
**Sent:** Monday, November 02, 2015 1:26 PM  
**To:** 'Tarr, Adam - OSEC'; Anand, Nina - FSIS; Sucher, Lauren; Bensette, Megan

**Subject:** E. Coli

Hi All,

I'm sure you all have seen the coverage of the E. Coli outbreak, but FYI since we are likely to get questions about this on the Vital Signs call tomorrow.

Seattle Times  
Sunday, November 1, 2015

All Washington Chipotle restaurants close amid E. coli investigation

By JoNel Aleccia  
Coral Garnick  
Seattle Times staff reporters

All Chipotle restaurants in Washington state are closed as health officials investigate an outbreak of E. coli food poisoning linked to sites in Washington and Oregon.

At least 22 people have been sickened with the E. coli bacteria, including 19 in Washington and three in the Portland area, health officials reported Saturday. Eight have been hospitalized, officials announced at a Seattle news conference. No deaths have been reported.

In Washington, 17 of the 19 who have been sickened ate at a Chipotle restaurant, leading state health officials to believe a food product at the Mexican food chain may be the source of the infections. But Dr. Jeff Duchin, health officer for Public Health -- Seattle & King County, said officials do not yet know what specific food item was contaminated. Those who became sick had eaten at Chipotles in mid-October.

Interviews with victims to determine which particular food may be linked to the outbreak are continuing.

Many people in Washington may remember E. coli O157:H7, as the bacteria linked to ground beef from Jack in the Box restaurants that infected hundreds and killed three in the 1990s, but Duchin said most of the recent E. coli outbreaks have been associated with produce.

The culprit of this outbreak appears to be Shiga toxin-producing E. coli bacteria, according to Dr. Scott Lindquist, Washington state's epidemiologist for infectious disease. But tests to identify the specific strain of the potentially dangerous bug are not complete.

During Saturday's news conference, Dr. Marisa D'Angeli, an epidemiologist with the Washington State Department of Health, said the investigation could take days to weeks.

In Washington, nine cases have been reported in Clark County, four in King County, five in Skagit County and one in Cowlitz County, state health officials said in a release. People also have reported symptoms in Oregon's Clackamas and Washington counties, health officials said.

Of the four cases reported in King County, says Public Health -- Seattle & King County, two are teenagers and two are in their 20s. Two of the four were hospitalized.

Chipotle Mexican Grill Inc. spokesman Chris Arnold said the company was notified by health officials that they were investigating E. coli cases that included people who became sick after eating at six restaurants.

"We immediately closed all of our restaurants in the area out of an abundance of caution, even though the vast majority of these restaurants have no reported problems," Arnold said in a statement.

By Saturday morning, the company had voluntarily closed 43 Chipotle sites in the two states, but did not respond to requests for specific locations or a count of how many of those locations are in Washington.

Duchin said three of the Chipotle restaurants identified as possibly involved in the outbreak were in King County. He declined to specify the locations.

"All we know are those are outlets where we have cases associated currently, and I don't want to give the impression that those are the only ones that might be affected," he said during the news conference.

Arnold said the safety and well-being of customers is always the company's highest priority and it will work with health officials to find the cause of the problem and to determine when to reopen the restaurants.

Officials with the federal Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) have been called in to help with the investigation.

Anyone with bloody diarrhea, or anyone with diarrhea who ate at a Chipotle in mid- October should see their health-care provider, D'Angeli said during the news conference.

More than 60 people in Minnesota who ate at Chipotle restaurants last summer were sickened by a salmonella outbreak tied to tomatoes, state health officials reported. In August, an outbreak of norovirus sickened 80 customers and 13 employees at a Chipotle in Ventura County, Calif., the Los Angeles Times reported.

E. coli infections can be particularly dangerous to young children and the elderly. Symptoms of E. coli infection include diarrhea, abdominal cramps, nausea and vomiting. Health officials say the best defense against the bacterial illness is to thoroughly wash hands with soap and water.

Information from The Associated Press is included in this report.

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Coral Garnick: 206-464-2422 or [cgarnick@seattletimes.com](mailto:cgarnick@seattletimes.com); on Twitter: @CoralGarnick.

CNN.com  
Sunday, November 1, 2015

Chipotle closes dozens of stores in Washington and Oregon in E. coli scare

By Ben Brumfield and Joe Sutton, CNN

(CNN)Chipotle has temporarily closed dozens of its restaurants in Washington and Oregon out of an abundance of caution after an E. coli scare.

No one has died in the reported cases of infection, the Washington State Department of Health said. Seven of the Washington patients and one Oregon patient were hospitalized.

The source of contamination has yet to be exactly determined, the department said, but 19 cases in Washington and three cases in Oregon have been linked to a handful of locations of the Mexican-themed restaurant chain.

Although cases are being investigated in connection with six locations in the Seattle and Portland areas, Chipotle has temporarily closed 43 stores.

"We immediately closed all of our restaurants in the area out of an abundance of caution, even though the vast majority of these restaurants have no reported problems," said Chipotle spokesman Chris Arnold in a statement. Chipotle is working with health departments to help determine the cause of the cases.

CDC on E. coli

Infections with *Escherichia coli* can cause severe stomach cramps, vomiting and diarrhea which is often bloody. Fever is usually low, if at all present, according to the Centers for Disease Control and Prevention. Infections can range from mild to life-threatening.

*E. coli* bacteria are commonly found in human and animal intestines and are a key component of healthy digestion. Most strains are harmless but some are not, according to the CDC. "Infections start...when you get tiny (usually invisible) amounts of human or animal feces in your mouth," it says.

This happens surprisingly often, the CDC says, and many times no infection results.

Common sources of infection are human and animal contact in the farming industry. In April, at least 25 people took ill with *E. coli* infections after visiting a dairy fair in Washington state.

But harmful *E. coli* can also make its way into food ingredients. Food handlers carrying harmful *E. coli* can also pass it on by not thoroughly washing their hands before performing their work.

The CDC has investigated more than 20 major *E. coli* outbreaks since 2007. Other common food-borne ailments are caused by *Listeria* and *Salmonella* bacteria.

Kate Fowlie  
Press Officer  
Northrop Grumman (CIMS)  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention (CDC)

## Responsive QA

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Talking Points for OMA re Release of Chipotle Product Sample Results

